A Reference Manual for the Updated KFC Image.

Global Consistency for the KFC Logo and Trade Dress Signage.

This manual is designed for easy access to the information needed to reproduce the updated KFC logo. These standards ensure a consistent global presentation of the KFC Identity which is critical to the success of our brand for these reasons:

- Key signage identifies more than just the location of the restaurant. It also communicates the quality and value of the brand.
- The logo represents the essence of the brand, and instills loyalty with consumers.
- The logo is protected by IP Laws which guard against infringement and copying the KFC concept.
- Inconsistent usage of the KFC Logo and Trade Dress Signage could weaken and dilute the message to consumers about the brand.

Direct all logo and trademark questions to YUM! Trademark Counsel in Dallas.

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1.1 Introduction to the 2006 Updated Logo
1.2 Introduction to the 2006 Identity Standards
1.3 Important Guidelines and Restrictions

SECTION 2 - KFC LOGO USAGE
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Find What You’re Looking for, and Download Artwork.

Please refer back to this page to find section and page numbers.

For a complete list of electronic downloads, see page 4.2 or log onto www.kfclogos.com.

NOTE: Any variance from the materials and standards published in this manual requires prior approval. Please direct all inquires to your marketing leader.
A Modernized Look for a Global Icon.

Moving Forward by Looking Back.

Part of what has made KFC so successful is a commitment to trying new things, coupled with a keen respect for its core brand and image. That’s also the thinking behind the revitalized Colonel Icon Design. It’s forward-thinking with an appreciation for the company’s rich heritage.

Both young and old relate to the Colonel as a real person, and an inventive cook. This fresh design ties us back to the heritage of the company, while bringing the brand image forward into the present.

Highlights of the Modernized Colonel Logo.

Youthful energy.

Sharp contrasts and simplified line work make the Colonel more youthful, energetic and contemporary. He was only 65 when he started the franchise and today’s 65-year-olds are staying more active and looking younger—this logo reflects that.

A bigger smile also makes the Colonel appear more friendly and welcoming, kindly inviting every customer to stop by for a meal.

The trademark look with modern flair.

The famous glasses, goatee and string tie ensure the most familiar face in fast food stays that way.

Also, the Colonel now wears a red apron, reminding customers that he was more than just the face of Kentucky Fried Chicken—he was a passionate and inventive cook as well.

A richer colour palette.

Black, white, rich reds and subtle flesh tones give the logo a warmer appearance with more global food appeal. These colours also allow greater flexibility for use in both streetscape and consumer touchpoint applications.

Why Update our Logo Now?

The modernized Colonel logo has been designed to have a powerful effect on packaging, television, signage, and other marketing materials. The logo now leaves an even stronger visual impression across all mediums, including 1-colour applications where the previous logo was less successful.

The modernized logo has also been updated to enhance the impact of the refreshed, contemporary restaurant designs currently being introduced in all worldwide markets. It can successfully coexist with the current logo, allowing cost-effective market implementation plans.

The design revitalizes a time-honored icon, and energizes the KFC brand. The Colonel would have been proud to see KFC follow through with such innovation and improvements!
2006 Manual Content Overview.

Master Logo Elements: a Quick Summary.

1. Modernized Colonel Logo
   - Find Colonel logo artwork and cropping on 2.6.
   - Go to 2.2 for signage logo artwork and cropping.

2. Refreshed KFC Lettertype
   - Go to 2.4 for complete artwork and usage guidelines.

Secondary Artwork Elements.

3. Kentucky Fried Chicken Script
   - Complete artwork and usage guidelines are on 2.5.

4. Colonel Medallion and Secret 11 Medallion artwork:
   - See 3.1-3.2 for graphic styles and cropping guidelines.

Introduction to the 2006 Identity Standards

Logo and Signage Exceptions and Inquiries.

Direct all logo and trademark questions to YUM! Trademark Counsel in Dallas.

Direct all application inquiries to local marketing leadership.

NOTE:
Inquiries for exceptions are carefully reviewed, but seldom approved.
12. The artwork included in this manual is approved, however it may not be used without first obtaining the appropriate BMU Market leadership approvals.

13. All items in this Brand Identity Standards Manual have been reviewed and approved by YRI, YUM, and China Legal.

14. The updated Colonel artwork requires global trademark registration. Each market using the new logo should check with YUM! Legal and Trademark Counsel in Dallas to determine whether a ® can be inserted in place of ™. ® must be used once the mark is registered. Refer to page 2.7 for more detail on this topic.

15. This manual must be used in conjunction with the appropriate global signage standards published in Vol. IV of the GFP Franchise Manual. Signage applications may not vary from the approved guidelines. For specific or trade zone needs, an Exception Request Form must be filed with BMU leadership and submitted for YRI approval.

16. The Kentucky Fried Chicken script font is not intended to replace the KFC lettertype logo as the brand name. The global brand remains KFC. All usage of the Kentucky Fried Chicken script font on the exterior trade dress must meet the requirements of the signage guidelines published in Vol. IV of the GFP.

COPY TO COME from Larisa Colton ON LICENSED USERS
Global Logo Format Overview.

Master Logo Formats:
For applications including advertising, packaging, TV, coupons, POP, and promotional materials.

Vertical
Square and Horizontal
Lettertype

KFC Rich Red Lettertype with White Highlights for use on any background.

NOTE About the Circle:
This format may be widely used in all 2d graphic applications. When used for signage, the circle format may only be used as a projecting blade sign. See 2.2 for more details about signage.

The bucket is a valuable icon of KFC brand, and may be registered as a separate trademark. Always check first in your market to see if it is registered and include the ® whenever it applies.

NOTE: Signage only formats are demonstrated on page 2.2

Consistent Master Logo Components:
- Modernized Colonel icon.
- Signature 8 degree tilt off the vertical axis.
- Solid KFC Rich Red background for master artwork logos.
- Full head (no top-crop) in master logos.
- Defined proportions / shape.
- KFC lettering is included in some masters, and not included in others. The KFC lettertype may not be added to the Colonel icon unless it is demonstrated in this manual. Formats shown without the lettertype do not have a combined icon-lettertype option and must be used exactly as defined.
- Never shift the position of the Colonel icon within the defined logo proportion.
- Never alter the defined position, size or colour of the KFC lettertype when used with the Colonel icon.
- Never change the fixed angle of the Colonel icon or the KFC lettertype within the approved logo proportion.
- Never change the master logo colours.
- Never manipulate the shape of the logo in any way, distorting the Colonel’s image or the KFC lettertype.
- Never substitute the Kentucky Fried Chicken script font for the KFC font in the master logo.

4 Spot Colours
Find detailed colour specifications beginning on page 4.1

- KFC Rich Red - PANTONE® 187
- KFC Rich Black - PANTONE® Black
- KFC Medium Warm Beige - PANTONE® 727 CV*
- KFC Light Warm Beige - PANTONE® 9201 CV*

* CV indicates the CMYK formula has been adjusted from the standard PMS breakdown. See page 4.1 for the custom CMYK Formulas.
Global Signage Format Overview.

Vertical

Square and Horizontal

Lettertype: 3d Channel Letters

KFC Rich Red Lettertype with White Highlights for use on any background.


Use White Lettertype with KFC Rich Red highlights on any background.

Bucket and Circle

NOTE:
The circle format may only be used as a projecting blade sign.

Consistent Signage Components.

- Modernized Colonel icon.
- Signature 8 degree tilt off the vertical axis (exception: the bucket).
- Modernized signature colour palette.
- Top-crop of the Colonel icon in formats with cropping.
- Defined proportions / shape formats.
- KFC lettering is included in some signage formats, and not in others. The KFC lettertype may not be added to the Colonel icon unless demonstrated in this manual. Formats shown without the lettertype do not have a combined icon-lettertype option. Some signage formats require the KFC lettertype be combined with the Colonel icon. Use all logo and signage formats exactly as shown.
- The KFC lettering for signage does not include the highlights but does include a black drop shadow. This drop shadow lettering is for use in signage only.
- Never shift the position of the Colonel icon within the defined signage proportion.
- Never alter the defined position, size or colour of the KFC lettertype when used with the Colonel icon.
- Never change the fixed angle of the Colonel icon or the KFC lettertype within the approved signage proportion.
- Never change the signage colours.

Signage 3M® Vinyl Colours

- KFC Rich Red - 3M 3630-53
- KFC Rich Black - 3M 3630-22
- KFC Medium Warm Beige - 3M 3630-0647
- KFC Deep Burgundy - 3M 3630-2395
- KFC Bright Red - 3M 3630-2658

Bright Red and Deep Burgundy are for signage only.

Master Signage Formats and Colours

2.2
The modernized KFC Colonel logo has clearly defined colour strategies to enable maximum colour impact for different applications.

The 4-colours logo, including both face tone colours, is required for all print and broadcast applications. The logo is modified when the face tone is not reproducible, and in such situations it only includes the shadow colour. This modified logo must be used in all exterior trade dress, site, and trade zone signage.

Complete colour specifications are given on page 4.1. For 1-colour logo applications please refer to page 2.11.

NOTE:
The colours represented in this document will vary widely when viewed on screen or output to printer. For correct colour representation, always refer to PANTONE® colour chips. Colour decisions made solely from screen viewing or non-colour correct hard copies risk inaccuracies.

NOTICE:
In the 3-colours logo, KFC Light Warm Beige face tone is omitted.

NOTE:
No 2-colours logos exist in the 2006 updated identity standards.
Further Protecting Our Identity.

Our KFC lettertype is a unique set of trademarked letter forms designed specifically for use in the KFC corporate identity system. The refreshed type, like the modernized Colonel logo, is an evolution of our classic lettertype and has a warm, friendly, inviting feel.

The lettertype may now be used on its own, without the Colonel logo. This page outlines the specific guidelines governing the lettertype usage without the Colonel logo.

NOTE: All usage of the lettertype for exterior trade dress and site signage must adhere to all published maximum and minimum signage standards.

White Highlight Formats.
Most of the lettertype formats contain elegant highlights on the letter forms that contribute to the uniqueness of the KFC lettertype. It is preferred that one of these formats with highlights be used in all printed applications (including packaging).

Solid Lettertype Format.
A new format without white highlights has been developed to bring a sense of freshness and crispness to the letters when they are used against the signature KFC Rich Red background. The only acceptable application for the solid, all-white format of the KFC lettertype is against an approved KFC Rich Red background. This is the preferred format for white signage letters.

NOTE: All-red letters, without the highlights, are never allowed to represent the core KFC lettertype. All-red letters are only allowed in severe applications where the white highlight is physically impossible to reproduce, such as small-scale wearable embroidery. Never use all-red letters to represent the core logo trademark in marketing, TV, business, packaging, graphic, or signage applications.

Never use any colour other than red or white to reproduce any of the KFC lettertype formats as 3-dimensional signage letter forms.

Refer to G.F.P. Vol. 4 for approved signage edge return colour options.

Master Lettertype Formats.
The master lettertype formats below may only be used in KFC Rich Red and White.

KFC Rich Red Lettertype with White Highlights can be used on any background.

1-Colour Secondary Lettertype Formats.
The 1-colour applications, shown below in black, may be used as secondary artwork applications. Never use a 1-colour KFC Lettertype format to take the place of the required trademarked red or white lettertype.


White Lettertype with KFC Rich Red highlights can be used on any background.

NOTE: Never change the highlight colour in master logo formats from white or KFC Rich Red.
2.5 SECTION 2

Secondary Script Lettertype.

The Kentucky Fried Chicken Script lettertype was originally developed by Colonel Sanders in 1952. It is a genuine, time-honored essence of the brand. The Script lettertype helps impart a feeling of warmth and authenticity, and it should be used sparingly. It is meant to enhance the KFC logo, not to replace it.

Classic Script - use for all mediums.

The Classic font option is a contemporary letter style that closely matches the modernized KFC lettertype. It is used primarily as a secondary brand artwork element.

Heritage Script - use for all mediums.

The Heritage font option is an update from our original 1952 font.

1-Colour Scripts.

1-colour scripts used for signage must be in KFC Rich Red. Other 1-colour usage is restricted to interior art or graphic elements only.

NOTE:

Always use the ® after the Kentucky Fried Chicken Script lettertype. When used as a secondary exterior building signage element, all separate published maximum and minimum standards for lettertype signage must be met.

Global Brand Identity Standards: June 2006

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Ensure Consistency.

Follow these simple rules and guidelines to maintain consistency in the Colonel logos:
1. Maintain the Colonel’s signature 8 degree tilt.
2. No top-crop in any Vertical Format.
3. In horizontal formats, never crop below the top left white peak of the Colonel’s hair.
4. Never crop above the left black tip of the bib on the apron.

The master logo shows the full image of the Colonel, including the top of his head. However, in some cases cropping is necessary to achieve maximum impact.

Consistent cropping is crucial to maintaining the integrity of the KFC logo. These cropping guidelines apply to all Square, Horizontal, Vertical, Bucket, and Circle logo formats. Markets may not vary the cropping of any of the logo formats.

The Colonel’s Signature Tilt.

In all formats except the Signage Bucket, the Colonel has a signature 8 degree tilt off the vertical axis, which is never to be altered.

**Exception:** The only format that deviates from the 8 degree tilt of the Colonel are the left and right tilt Signage Bucket formats. Please refer to 2.2 concerning signage for more details.

Horizontal Top-Crop.

In horizontal formats, the top-crop is always made at the highest, left peak of the Colonel’s hair.

Apron Edge.

The apron is never cropped higher than just above the bottom left black tip of the bib edge.

No Top-Crop on Vertical Formats.

The top of the Colonel’s head is fully illustrated in all Vertical formats.

Minimum Size.

It is important to make sure that the logo details are always visible when reduced to a small size. The minimum allowable size is 16mm wide in any proportion (5/8”).

Circle and Bucket Formats.

The Left Tilt Bucket and Right Tilt Bucket are the only logo formats that allow for deviation from the 8 degree tilt of the Colonel, because they are used for double-sided signage. In these formats the Colonel is always vertical.

The Colonel is always on the 8 degree angle in the other Bucket formats and in the Circle Logo format.

Logo Cropping Guidelines
Why Use Trademarks?

Official registration with Global Patent and Trademark Offices gives constructive notice to the public of our ownership of Colonel artwork and the KFC lettertype. It allows us to protect the integrity of the logo by controlling how it is used in connection with our products and services. No one can copy or use the Colonel Icon or the KFC lettertype without our permission.

KFC trademarks are extremely valuable because they represent the standards of excellence and consistent quality associated with KFC. This page contains detailed information about how to reference KFC trademarks in different scenarios. These guidelines are intended to provide general information regarding the use of our core trademarks.

Refer to Page 1.3 for comprehensive legal guidelines.

Text Copy Trademark References.

The ® symbol should always appear at the first reference to the acronym “KFC” within any text copy. After the initial reference the ® may be dropped.

The same is true when referring to a KFC product depending on whether the product name is officially registered, its initial mention in a body of text will require the use of a ® or ™. After that, the trademark may be dropped.

® and ™ Size and Positioning.

When the Colonel logo and the KFC lettertype are scaled down, the trademarks may become illegible. Always make sure to keep the ® and ™ at least 6-point type, and maintain their fixed positions.

Remember:

The Colonel logos and KFC trademarks always need a ™. Once they are officially registered with the local Patent Office, the ™ will change to ®. The trademark symbol should be placed as shown in the example to the left, tucked into the bow tie.

Local markets are responsible for checking with YUM! Trademark Counsel in Dallas to determine proper trademark usage.

The Difference between ® and ™

Essentially, the use of the ™ alerts the public to our exclusive claim to the KFC Colonel logos. The ® can be used only after these logos are officially registered, not while the applications are pending.

® always accompanies the KFC lettertype.

Remember:

When reproducing either the KFC lettertype or the Colonel artwork in large-size applications, always re-proportion the size of the ® and ™ to be smaller, so as not to be overly prominent in relation to the KFC logo.

® and ™ Size and Positioning.

When the Colonel logo and the KFC lettertype are scaled down, the trademarks may become illegible. Always make sure to keep the ® and ™ at least 6-point type, and maintain their fixed positions.

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The Difference between ® and ™

Essentially, the use of the ™ alerts the public to our exclusive claim to the KFC Colonel logos. The ® can be used only after these logos are officially registered, not while the applications are pending.

® always accompanies the KFC lettertype.

Remember:

When reproducing either the KFC lettertype or the Colonel artwork in large-size applications, always re-proportion the size of the ® and ™ to be smaller, so as not to be overly prominent in relation to the KFC logo.

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A Note on Horizontal Proportions:

In the 1997 Identity Manual there was no limit to the length of horizontal fascia signage with repeating logos. Repeating the logo in signage is no longer allowed. Moving forward, the signage must be replicated in the exact logo proportions shown in this manual. Any site-specific exceptions, such as landlord-controlled signage sizes, must be submitted to market leadership for review. All questions on usage should be directed to the Dallas YUM! Trademark Counsel. The updated logo proportions also apply to re-imaging programs.

These formats have all been retired, either because they no longer reflect the current brand spirit, or they are problematic for use in the field. Do not use any of these formats on new or remodeled buildings, or in new graphic applications.

- **Do not repeat logos.**
- **Do not use Horizontal formats longer than a 2 x 1 proportion.**
- **Do not use the Vertical Oval format.**
- **Do not use the Horizontal Oval format.**
- **Do not repeat the lettertype.**
Ensuring a **Consistent** KFC Brand Image.

In order to maintain the integrity of the KFC brand identity, this updated KFC Brand Identity Standards Manual prohibits distorting the logo or lettertype in any of the ways shown here and on page 2.10.

1. Never vary the crop of the logo artwork. Refer to page 2.6 for cropping guidelines.
2. Never shift the Colonel to the left or right, up or down in any of the logo formats.
3. Never change the fixed angle of the logo or lettertype in any of the approved formats.

Continued,

1. Never vary the cropping.
2. Never shift the Colonel.
3. Never change the fixed angle of the logo or lettertype.
4. Don’t manipulate the shape or of the logo formats in any way.
5. Never alter the defined position, size, or colour of the KFC lettertype when used with the Colonel icon.
6. Never change the colour of the logo, or secondary artwork.
7. Don’t distort or stretch the logo, lettertype, or any of the secondary artwork elements.

Don’t manipulate the shape.

Never change the position or colour of the KFC lettertype.

Never change the colour of the logo or secondary artwork.

Never stretch the logo, lettertype, or secondary artwork.
1-Colour Logos.

The 1-colour application is for use as a secondary artwork element or for situations when the full colour master logo cannot be reproduced, such as newspaper advertising and on specialty premiums.

In some cases where the Colonel is adapted as secondary brand artwork, additional colours may be used, provided it is clear that the Colonel’s image is intended to be a secondary artistic element and not as exact replication of the logo. At no time should secondary usage of a 1-colour version of the Colonel overshadow primary logo communication requirements.

NOTE: Never use 1-colour artwork for exterior trade dress or site signage.

A freestanding Colonel may be used in 1-colour without the KFC Lettertype.

Positive Reverse.

Use a dark field with a white or reversed outline to hold the Colonel's image.

Maintain the proportions as set out in the 4-colours formats.

In reverse applications, it’s best to use the 1-colour KFC logo that features a positive image of the Colonel, with a dark background to hold the Colonel’s image.

For items such as engraved plaques and window glass decals use the Positive-Image Reverse logo with an outline. The outline separates the Colonel from the dark background.

All the approved KFC Logo Formats can be reproduced in 1-colour Positive-Image Reverse, with or without the outline. In the Alternate Formats, the Colonel’s head should always be cropped exactly like the colour versions.

Never reproduce a negative reverse image of the KFC logo where the Colonel forms a ghostly negative image.

1-Colour and Reverse Formats

NOTE: No 2-colour artwork versions are allowed.
Basic Guidelines.

Wearables play a prominent role in the KFC brand image. They offer visibility and association with the KFC brand.

From restaurant-wear to corporate and special-event wearables, the KFC logo can be applied to a wide variety of garments in a wide variety of materials. We want to ensure that wearables are produced with the best possible representation of our company.

Here are some basic guidelines to follow when producing wearables with embroidery or silk-screen:

- **NOTE:** It is best to embroider directly onto fabric rather than to silk-screen or sew on an embroidered patch.

Recommended Wearable Logo Formats.

Use one of the master formats of the Colonel logo when producing wearables: Right Tilt Bucket (recommended), Circle, Square, and 1 x 1.25 Vertical format.

It is also acceptable to use KFC and the Colonel separately.

An option for wearables is to use the KFC lettertype independently from the Colonel logo. It may be used with or without the accent highlight. The preferred colour application for the KFC lettertype on wearables is KFC Rich Red or White. Tone-on-tone options may also be used provided the thread colour is darker than the fabric colour as shown to the right.

**NOTE:** Due to difficulties in the execution of wearables, the KFC Light Warm Beige face tone is omitted and replaced with white.

Tone-on-Tone.

Always use a thread darker than the material when specifying the same colour family for the material and the embroidery or silkscreen (as shown here).

Selecting the Colour for the Material.

Consideration for a material colour that compliments our KFC colour palette will ensure a professional end result.

Suggested material colours are:

- White or Black
- Slate
- Beige
- Olive Green
- Grey
- Brown
- Deep Red

Never combine the Colonel Icon with the KFC lettertype when producing wearables.

Professional Branded Apparel Items.

KFC Wearables

2.12
Enhancing the Brand Message.

Secondary Artwork.

The Colonel Medallion and the Secret 11 Medallion on the following page, were created to supply enhancement graphics to promotional materials or in-store fixtures.

These secondary graphic elements help visually communicate and reinforce the KFC brand message by utilizing the image of the Colonel and trademarked phrases.

Both the Colonel Medallion and the Secret 11 Medallions were created in three distinct styles to reach specific market audiences:

- Traditional
- Classic
- Urban

NOTE:

Never use the Colonel Medallion in place of the required Colonel logo.

Never use the Colonel Medallion directly adjacent to, or intersecting with, the full Colonel logo or the KFC Lettertype.

How to Use Medallions.

Always use one colour to reproduce the Colonel Medallion.

For use as interior graphic design and artwork, the Colonel Medallion may be scaled large or small. It may also be cropped, depending on the needs of the artwork.

Exterior trade dress applications may incorporate the Colonel Medallion as a secondary brand element, but:

- No more than one application may be used on the wall surfaces of any given exterior building elevation.
- No more than one application may be used on the window glass or entry door glass of any given building elevation.

NOTE:

Any variation in copy must be submitted to YUM! Trademark in Dallas for review.

Trademark clearance is required in every market that intends to use the Colonel Medallion or the Secret 11 Medallion. Markets must check with YUM! Trademark prior to usage.

The copy inside the Colonel Medallion and the Secret 11 Medallion is a fixed part of this brand trademark element. This copy cannot be changed in the field without prior approval from YRI Marketing and YRI Legal.

If copy is translated to a market language, the translation must be submitted to YUM! Trademark for review.
Design Styles Directed to Three Individual Audiences.

Like the Colonel Medallion on the preceding page, the Secret 11 Medallion provides enhancement graphics to promotional materials and in-store fixtures.

NOTE: Never use the Secret 11 Medallion in place of the required Colonel logo. Never use the Secret 11 Medallion directly adjacent to, or intersecting with, the full Colonel logo or the KFC Lettertype.

Secondary Graphics for Unique Markets.

It is acceptable to crop the Secret 11 Medallion artwork. Always place medallions against another graphic or building element to define the cropping line. Cropped versions of medallions should never be placed in the middle of any graphic or window frame. It is necessary to rotate the type around the medallion to ensure the complete message is legible. Also, delete any letters that are partially cropped where they run off of the defined edge.

How to Use Medallions.

The Secret 11 Medallions can be used in a similar fashion to the Colonel Medallions on the previous page.

Always use one colour to reproduce the Colonel Medallion.

Exterior trade dress applications may incorporate the Colonel Medallion as a secondary brand element, but:

> No more than one application may be used on the wall surfaces of any given exterior building elevation.
> No more than one application may be used on the window glass or entry door glass of any given building elevation.

No more than one application may be used on the wall surfaces of any given exterior building elevation.

No more than one application may be used on the window glass or entry door glass of any given building elevation.

Important! The Secret 11 Medallions are designed to be used as stand-alone artwork and should never be directly combined with other signs or Colonel Icon elements.
Our collective goal is to maintain consistent, precise representation of each of our colours, in every application throughout the world. By utilizing standard colour matching systems we ensure the KFC logo will be reproduced correctly. PANTONE®, RAL, Process Printing CMYK, and 3M are matching systems used for each of the aptly named KFC logo colours:

- KFC Rich Red
- KFC Rich Black
- KFC Medium Warm Beige
- KFC Light Warm Beige

Because different reproduction situations will require the use of one of the colour matching systems, be aware that the final appearance of the colours will vary slightly. However, great care has been used in selecting the colour specifications, so the variance from one colour matching system to the other should be minimal.

**Signage 3M® Vinyl Colours**

- KFC Rich Red - 3M 3630-53
- KFC Rich Black - 3M 3630-22
- KFC Medium Warm Beige - 3M 3630-0647

**Bright Red and Deep Burgundy are for signage only.**

- KFC Deep Burgundy - 3M 3630-2395
- KFC Bright Red - 3M 3630-2658

**Specifying KFC Colours.**

Colour chip pages should always be used to match colour when printing with 4-colour process. Always specify the PANTONE® colour name, or give the PANTONE® colour chips to the vendor who will be producing the printed material. Make sure to select the KFC colour chip for either coated or uncoated paper, depending on the paper stock for the project. Work with your vendor to make sure the end result is a true colour match to the specified PANTONE® chip.

**Order KFC Colour Chips Online.**

To order a colour sample book containing perforated KFC colour chips of each of the logo colours go to www.kfclogos.com.

Colour chips should be replaced once a year. After a year, the ink colours could fade and risk an inaccurate colour match. The chips in the colour sample book are dated for your reference.

**Important!** The colour chip pages are extremely vulnerable to fading from ultraviolet rays. Avoid excessive exposure to light, and always keep pages out of direct sunlight.

**NOTE:**

The colours represented on this document will vary widely when viewed on screen or output to printer. For correct colour representation, marketing teams should always reference PANTONE® colour chips. Colour decisions made solely from screen viewing or non-colour-correct hard copies risk inaccuracies.

**Colour Specifications & Colour Matching Systems**

4.1
### Electronic Artwork to Download

To download logos, signage, or secondary artwork log onto [www.kfclogos.com](http://www.kfclogos.com).

#### Master Logos

**COLONEL LOGO**
- **4-COLOUR**
  - 1 x 1
  - 1.25 x 1 KFC
  - 1 x 1.25
  - 1 x 1.5
  - Bucket Straight
  - Bucket Left
  - Bucket Right
  - Circle
- **3-COLOUR**
  - 1 x 1
  - 1 x 1.25
  - Bucket Right
  - Circle

**KFC LETTERTYPE**
- Black
- Black with Highlight
- Red with Highlight
- White
- White with Highlight

#### Signage Artwork

**SQUARE**
- 1 x 1

**HORIZONTAL**
- 1.25 x 1 KFC
- 1.5 x 1
- 1.75 x 1 KFC
- 2 x 1 KFC

**VERTICAL**
- 1 x 1.25
- 1 x 1.5
- 1 x 1.75
- 1 x 2 KFC

**CIRCLE**
- Circle
- Circle KFC

#### Secondary Artwork

**KENTUCKY FRIED CHICKEN SCRIPT**
- Heritage 2-Colour
- Heritage Black
- Heritage Red
- Heritage Red 2 Line
- Classic 2-Colour
- Classic Black
- Classic Red

**COLONEL & SECRET 11 MEDALLIONS**
- 11 Black Classic Style
- 11 Black Traditional Style
- 11 Black Urban Style
- 11 Black Urban Style Bold
- Colonel Classic OR Solid
- Colonel Classic OR White
- Colonel Classic World Solid
- Colonel Classic World White
- Colonel Traditional OR Solid
- Colonel Traditional OR White
- Colonel Traditional World Solid
- Colonel Traditional World White

**ONE COLOUR LOGOS**
- Colonel 1x1 Black
- Colonel Black
- Colonel Head Black

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